



County of Los Angeles CHIEF EXECUTIVE OFFICE

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WILLIAM T FUJIOKA
Chief Executive Officer

November 26, 2013

To: Supervisor Mark Ridley-Thomas, Chairman
Supervisor Gloria Molina
Supervisor Zev Yaroslavsky
Supervisor Don Knabe
Supervisor Michael D. Antonovich

From: William T Fujioka
Chief Executive Officer

Board of Supervisors
GLORIA MOLINA
First District

MARK RIDLEY-THOMAS
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

LOS ANGELES COUNTY FAIR ATTENDANCE COMPARED TO NEIGHBORING COUNTIES (ITEM NO. 59-B, AGENDA OF NOVEMBER 5, 2013)

This is in response to the Board's motion submitted by Supervisor Antonovich on November 5, 2013, directing the Chief Executive Officer to report back on the attendance at the 2013 Los Angeles County Fair, including comparison of admission prices for fairs in the neighboring counties.

We have prepared the attached chart to summarize the attendance and admission prices for Los Angeles, Orange, Ventura, and San Diego Counties. As you may know, the Los Angeles County Fair is larger than most neighboring county fairs. The Los Angeles County Fair admission and parking prices are generally slightly higher than the prices for the listed neighboring counties. However, many discounts are available to Los Angeles County Fair attendees through various establishments such as Ralphs Supermarket. In addition, the listed county fairs benefit from county taxpayer subsidies where the Los Angeles County Fair does not receive any county subsidies.

If you have any questions or require additional information, please call Santos H. Kreimann at (213) 974-1186.

WTF:SHK:DJT
TJ:SVG:zu

Attachment

c: Executive Office, Board of Supervisors
County Counsel
James Henwood, President and CEO Fairplex

"To Enrich Lives Through Effective And Caring Service"

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LOS ANGELES COUNTY FAIR 2013 COMPARISON CHART

Attachment

County	2013 Dates of Operation	2013 Attendance	Admission Prices										General Parking	
			Weekdays			Weekends			Season Pass					
			Adult	Seniors	Child	Adult	Seniors	Child	General	Senior	Child	Weekdays	Weekends	
Los Angeles County (closed Mondays & Tuesdays)	30-Aug-13 to 29-Sep-13	1.438 million	(13+)	(60+)	(6-12)	(13+)	(60+)	(6-12)						
			\$ 12.00	\$ 10.00	\$ 8.00	\$ 19.00	\$ 15.00	\$ 12.00	\$ 29.99	\$ 29.99	\$ 29.99	\$ 12.00	\$ 15.00	
Orange County (closed Mondays & Tuesdays)	12-Jul-13 to 11-Aug-13	1.374 million	(13-59)	(60+)	(6-12)	(13-59)	(60+)	(6-12)	(13-59)	(60+)	(6-12)			
			\$ 11.00	\$ 8.00	\$ 6.00	\$ 11.00	\$ 8.00	\$ 6.00	\$ 35.00	\$ 30.00	\$ 25.00	\$ 10.00	\$ 10.00	
Ventura County	31-Jul-13 to 11-Aug-13	317,954 (average annual)	(13-61)	(62+)	(6-12)	(13-61)	(62+)	(6-12)						
			\$ 12.00	\$ 9.00	\$ 9.00	\$ 12.00	\$ 9.00	\$ 9.00	n/a	n/a	n/a	\$ 10.00	\$ 10.00	
San Diego (Del Mar) County (closed Mondays - except July 1st)	8-Jun-13 to 4-Jul-13	1.5 million (estimate)	-	\$ (1.00)	\$ 1.00	\$ (7.00)	\$ (6.00)	\$ (3.00)	n/a	n/a	\$ (2.00)	\$ (5.00)		
			\$ 14.00	\$ 8.00	\$ 8.00	\$ 14.00	\$ 8.00	\$ 8.00	n/a	n/a	n/a	\$ 10.00	\$ 10.00	
More or (Less) than L.A. County>>	More or (Less) than L.A. County>>	More or (Less) than L.A. County>>			-	\$ (5.00)	\$ (7.00)	\$ (4.00)	n/a	n/a	\$ (2.00)	\$ (5.00)		
			\$ 2.00	\$ (2.00)	\$ -	\$ (5.00)	\$ (7.00)	\$ (4.00)	n/a	n/a	\$ (2.00)	\$ (5.00)		